



Focus Group Topic Guide *Health Care Professionals*

PLUS 2: Pharmacy referral for Lung Symptoms

Focus group aims

1. To explore views on how to engage the public in a community awareness campaign
2. To explore views on what materials/messages could be used in the community awareness campaign

Facilitator note

The facilitator should stress that:

The focus group is not a test, we are seeking opinions on how to engage the public in the pharmacist referral pathway and what materials we could use in the community to inform people of it. We are interested in all opinions, both positive and negative and want people to be as honest as possible. The facilitator should try and engage all participants equally (where appropriate) so all opinions can be heard.

Prologue

Thank you all for being here today, we really appreciate you taking the time to be part of this research. Before we start I need to give you some information about why we are doing this study and what you have to do.

Recently, as some of you are aware, we set up a pharmacy referral service for patients presenting with lung cancer symptoms. Patients are screened for eligibility and referred for an X-ray that takes place within two days. Now we have set the service up, we are going to develop a targeted community awareness campaign for the local community to encourage people to use the service. Today we would like to hear your opinions and ideas of how best to do this. We want to know what materials you think will be the most effective, where we should put them for people to notice them, what messages they could have on them to engage people.

This is not a test at all, and we want you to be as honest as possible with us. We want to hear what you think is good and bad, and what you think will and won't work for this community.

It is completely up to you if you take part today or not. Taking part is voluntary. If you decide you want to leave the focus group at any point, that is absolutely fine, just let me know. You can stop the focus group at any point and you don't need to give me a reason.

If you don't want to answer any of the questions that is fine, just let me know and we can move on to the next question. If you don't understand any of the questions, please let me know and I can find another way to phrase them.

If it's ok with you I will record the focus group on this audio-recorder and (insert name of researcher) may take some notes as we go along. After the focus group we recording will be transcribed. The transcription will be completely anonymous. We may use quotes from what



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you have said today in research presentations and reports, but these will always be kept completely anonymous.

No one outside of the research team will know that you have taken part in the study. We ask that you do not repeat anything that people have talked about today to anyone outside of this group, especially if people talk about personal opinions or experiences. Please also try not to talk at the same time as someone else. This helps us to have the most accurate transcription possible.

I have planned a few questions and activities for us to structure the discussion around today; but if you have anything else you want to say or add at any point, please feel free to do so.

[Verbally go through consent form with participants. Ask participants to sign consent form if they agree to take part. Set-up audio-recorder].

Main Discussion

[Turn on the audio-recorder and ask all participants to introduce themselves]

Materials and Strategies

Open Discussion

- Asking participants what ideas they have
 - o Prompt them as to why and how they think they might work
 - o Ask participants if there were previously any health campaigns they can remember that worked well – what can they remember, why do they think they remember them, what did they include?

[Note down participant ideas to add to examples to discuss and ranking exercise]

- Provide participants with the following ideas in-turn (and examples where appropriate)
 1. Pharmacy inserts to be included with medication collection bags
 2. Campaign stands to be held at public events and locations in the local area (such as rugby matches and shopping centres)
 3. Prescription add-ons to be given to patients when collecting their prescription slips from GPs in the local area
 4. Posters and leaflets
 5. Campaign materials such as pens, mugs, magnets and bags
 6. Bus notices
 7. Social media campaigns

- o Prompts to ask with each example -



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- What do you think the community would like/dislike about this idea?
 - Do you think they would notice it?
 - How do you think they would feel if they saw something like this?
 - How do think they would feel about receiving information like this?
- Ask participants to rank the ideas from what they think will be the most to least effective for people in their community.
- Prompts to ask during and after the ranking exercise -
 - Why have you placed this one at the top?
 - Why do you think it will be better than the others?
 - Do you think compared to the others it will have the most impact?
 - Why have you placed this one at the bottom?
 - Why do you think this one will not be as good as the others?
 - Do you think compared to the others it will have the least impact?
 - So the ones in the middle, can you tell me why you don't think these will be as good?
 - Does anyone disagree with this order, it's okay if you do, I would just like to know what order you would put them in and why?
- Provide participants with examples of posters that could be used for our campaign, or those have been used in previous similar campaigns. Explain that now we are interested in what they say, and how they say it, rather than what they look like. Show participants the examples one at a time.
- Prompts to ask with each example –
 - Do you think people will understand what it is trying to tell them?
 - Are there any aspects that you think they will find difficult to understand?
 - Could any changes be made to make it easier for people to understand it?
 - Do you think this example would make people think about their symptoms?
 - Do you think it would motivate people to go to the pharmacist?
 - Do you think the community would find any of this information off-putting?
 - Do you think people would believe the information provided?
 - Do you think people will feel in control of their health after seeing the information?



- Explain to participants that now we would like to talk about where the materials could be placed around the community. Explain that we want as many people as possible to see them. Ask participants where they think they could go.

- Prompts to ask to aide group discussion –
 - Where do you think we could put them so that the most people would see them?
 - Are there any places that everyone tends to go?
 - Are there any community hubs, shops, coffee shops, hairdressers/barbers that people use a lot locally?
 - How do you think we could make information stand out in these places?
 - If we could put the information in one place, where do you think it will have the most impact?

The role of a campaign to promote the PLUS service and strategic development

Thank you for sharing your thoughts on the campaign with us. We would now like to gain your opinions on how the campaign could increase workload on services and how we could develop the campaign to maximise impact of the campaign but to limit the burden on you/the health service.

- What impact do you think this campaign will have on local health services?
- How can we support local health services to reduce the potential burden on them?
- Can you think of any ways that we can design the campaign so that we limit potential burden on local health services?

End